

# **Appendix B**

## **Focused Alignment Outreach Plan Strategy**

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## Appendix B: Focused Alignment Outreach Plan Strategy

### DRAFT

As part of the Outreach Program, the following strategies have been identified based on the ROW alignment identified to date. This includes recommended tactics city-by-city, and neighborhood-by-neighborhood that should be targeted during summer and fall 2016 but before the next round of public meetings. Exact information to be shared and the level of detail will be confirmed with the project team. Additionally, due to updated alignment information, the target areas and subsequent plan may change and will be updated accordingly.

### Downtown Los Angeles

#### *Recommended outreach tactics:*

- Conduct outreach to residents and stakeholders in historically cultural centers. Activities may include presentations, pop ups, activity center, information handouts, etc. Outreach will be held in conjunction with Council offices, Neighborhood Councils and other prominent organizations.
  - Chinatown
  - Little Tokyo
  - Olvera Street
  - Boyle Heights
- Conduct business briefing
  - Invite just one representative from each business
    - Target businesses in key corridor locations and around station areas (Little Tokyo, Chinatown)
  - Business survey / contact info to identify key representative for future outreach
  - Notification: “Door-to-door” notification flyers.
- Engage Neighborhood Council Meetings
- Engage William Mead Homes in conjunction with Link US/Council office
- Engage low-income service providers/nonprofits
  - Work with Council office and CA Endowment to identify groups
- Homeless services - working through city or local organizations for outreach efforts
  - Skid Row Service Providers
  - Downtown Women’s Center
- School briefings - discuss approach? One-on-one? Admin and PTA briefings?
  - The team is reviewing the alignment and identifying schools within 500ft of the alignment. Once this list is compiled, it will be refined and the specific district and applicable tactic will be identified.
- Coordinate with the Council offices to help build project awareness:
  - Banner placements along the corridor
  - e-Newsletter
  - Eblast
  - City website/calendar
  - Work with the council office to identify additional locations, groups, city recommendations
- LEP interpreter services to be offered:

- Arabic
- Korean
- Russian
- Spanish
- Tagalog

## LA River/Cypress Park

### *Recommended outreach tactics:*

- Residential pop up
  - Notification: “Door-to-door” notification flyers
- Host briefing for businesses along San Fernando Boulevard
- Conduct pop up at Rio de Los Angeles park to tie in during time of youth soccer
- Pop up at ethnic/local supermarkets, including Super King
- Outreach to local churches
- Identify local health fairs to conduct pop ups
- Continue coordination with all Neighborhood Councils; expand reach of speaker bureau to other neighborhood organizations
- Outreach to Los Angeles Community College center
- Engage low-income service providers/nonprofits
  - Work with Council office and CA Endowment to identify groups
- Homeless services - working through city or local organizations for outreach efforts
- Pop ups at local libraries and recreation centers
- Provide job training information to worker space at Home Depot (to be determined)
- School briefings - discuss approach? One-on-one? Admin and PTA briefings?
  - The team is reviewing the alignment and identifying schools within 500ft of the alignment. Once this list is compiled, it will be refined and the specific district and applicable tactic will be identified.
- Coordinate with the Council offices to help build project awareness:
  - Banner placements along the corridor
  - e-Newsletter
  - Eblast
  - City website/calendar
  - Work with the council office to identify additional locations, groups, city recommendations
- LEP interpreter services to be offered:
  - Chinese
  - Japanese
  - Korean
  - Spanish
  - Tagalog

## Glendale/Atwater Village

### *Recommended outreach tactics:*

- Pop up at ethnic/local supermarkets
- Outreach to local churches
- Identify local health fairs to conduct pop ups
- Continue coordination with all Neighborhood Councils; expand reach of speaker bureau to other neighborhood organizations
- Engage low-income service providers/nonprofits
  - Work with Council office and CA Endowment to identify groups
- Homeless services - working through city or local organizations for outreach efforts
- Pop ups at local libraries and recreation centers
- School briefings - discuss approach? One-on-one? Admin and PTA briefings?
  - The team is reviewing the alignment and identifying schools within 500ft of the alignment. Once this list is compiled, it will be refined and the specific district and applicable tactic will be identified.
- Business briefing
  - Targeting businesses adjacent to corridor on San Fernando Boulevard
  - Notification: "Door-to-door" notification flyers
- Coordinate with the Council office/City Manager to help build project awareness:
  - Banner placements along the corridor
  - e-Newsletter
  - Eblast
  - City website/calendar
  - Work with the council office/city manager to identify additional locations, groups, city recommendations
- LEP interpreter services to be offered:
  - Armenian
  - Chinese
  - Spanish
  - Tagalog
  - Vietnamese

## Burbank

- Additional coordination will be needed; pending direction on change of scope to include Burbank in B-LA outreach efforts.
- LEP interpreter services to be offered:
  - Spanish
  - Vietnamese
  - Chinese
  - Japanese
  - Korean
  - Tagalog